## ORDER

**Print Date** 10/29/12

00:15:00

09844674

**GENERAL** 

EOM/EOC

2093

Cash

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**GEN** 

Flight Dates 10/16/12-10/29/12

Product

**MAJORITY PAC** 

Original Date / Revision

Contract / Revision

10/29/12 10/29/12

583436

Agency Com 15%

**Billing Contact** 

Advertiser Senate Majority PAC

1010 Wisconsin Avenue

Suite 800

Washington, DC 20007

Agency Waterfront Strategies

**Buying Contact** 

Sales Office DC-M Sales Region NAT

1010 Wisconsin Avenue Agency Ref

Suite 800

Washington, DC 20007

Demographic A35+ SP-POL ISS **Rev Codes** 

Order Sep

Estimate #

Alt Order #

Billing Type

Order Type

Billing Cycle

Product Codes PL1Gc, PL2C

Billing Calendar BROADCAST

**Priority** 

Advertiser Ref

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date **End Date** 100% Dan Driscoll

Order Share 22% Market Value 318727

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	22%	70120
KCWE	%	0
KMBC	31%	98805
KMCI	%	0
KPXE	%	0
KSHB	25%	79681
KSMO	%	0

**Billing Plan Order Totals** Net Amount Gross Amount Rating Start Date End Date # Spots # of Spots Net Amount Gross Amount Month \$51,527.00 \$60,620.00 62 \$60,620.00 0.00 10/01/12 10/28/12 October 2012 62 \$51,527.00 \$9,500.00 10/29/12 4 \$8,075.00 0.00 10/29/12 November 2012 4 \$8,075.00 \$9,500.00 \$59,602.00 \$70,120.00 0.00 66 Totals

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Гіте Days	Len :	Spots	Rate Pri	Rtg Type	Tota Spots	ls Amount
1	4	10/16/12	10/26/12	M-F 7-9a	CM-AII	7-8a	-TWTF	:30	2	\$825.001	0.00 NM	4	\$3,300.00
				7-8a		(7:00 AM-8:	00 AM)						
	FOX -	4 NEWS											
	9	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
W	/eek: 1	0/15/12	10/21/12	-TWTF	2	\$825.00	0.00						
W	/eek: 1	10/22/12	10/28/12	-TWTF	2	\$825.00	0.00						
2	4	10/16/12	2 10/26/12	M-F 7-9a	CM-All	8-9a	TWTF	:30	2	\$825.001	0.00 NM	4	\$3,300.00
				8-9a		(8:00 AM-9:	00 AM)						
	FOX	4 NEWS											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 1	10/15/12	10/21/12	-TWTF	2	\$825.00	0.00			- 1000			
W	Veek: 1	10/22/12	10/28/12	-TWTF	2	\$825.00	0.00						
3	4	10/20/12	2 10/27/12	Sa 7-9a	CM-All	7-8a	S-	:30	1	\$800.001	0.00 NM	2	\$1,600.00
-				7-8a		(7:00 AM-8:	00 AM)						

Print Date: 10/29/12

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583436 Flight Dates 10/16/12-10/29/12 **Hiatus Dates** 

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Senate Majority PAC Product MAJORITY PAC Estimate # 2093

n Ch	start	End	Inventory Code	Break	Start/End 1	Time Days	Len S	pots	Rate Pri	Rtg Type S	Tota pots	us Amount
FOX	K 4 NEWS		•			. •		•		, <sub>100</sub>	t:	
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	: 10/15/12	10/21/12	5-	1	\$800.00	0.00						
	: 10/22/12	10/28/12	S-	1	\$800.00	0.00						
4 4	4 10/20/	12 10/27/12		CM-AII		5-	:30	1	\$800.001	0.00 NM	2	\$1,600.0
E01			8-9a		(8:00 AM-9:	00 AM)				9		
	K 4 NEWS											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				]		
	: 10/15/12 : 10/22/12	10/21/12	S- S-	1	\$800.00	0.00						
		10/28/12				0.00	-00		0500.004	0.00 1/14		****
5 4	1 10/21/	12 10/21/12		CM-All		S	:30	1	\$500.001	0.00 NM	1	\$500.0
EOV	K 4 NEWS		7-8a		(7:00 AM-8:	DU AIVI)						
		F-4 D-4-	1.00 m to al moral	0	D-4-	P -11						
	Start Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
	: 10/15/12	10/21/12		-		0.00			4-44-44	0.00.111.6	_	
6 4	10/21/	12 10/28/12		CM-All		5	:30	1	\$500.00 1	0.00 NM	2	\$1,000.0
F0.	/ 4 NITH NICO		8-9a		(8:00 AM-9:	DO AIVI)						
FUX	K 4 NEWS				<b>-</b> .							
	Start Date	End Date	<u>Weekdays</u> S	Spots/Week	<u>Rate</u>	Rating						
	: 10/15/12	10/21/12	S	1	\$500.00	0.00						
	10/22/12	10/28/12		1	\$500.00	0.00					_	
7 4	1 10/21/	12 10/28/12		•	9a-10a	S	:30	1	\$500.001	0.00 NM	2	\$1,000.0
EOV	/ A NITIMO		FOX News Sunda	ay								
	(4 NEWS	F. 4 D.4.	Mantalana	O4-0011-	Data	matica.						
	Start Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
	: 10/15/12 : 10/22/12	10/21/12 10/28/12	S	1 1	\$500.00 \$500.00	0.00 0.00						
				·	•	<del></del>	.00		\$500.004	0.00.3154	^	04.000.0
8 4	4 10/16/	12 10/26/12		CM-All	9-10a	-TWTF	:30	1	\$500.001	0.00 NM	2	\$1,000.0
EOX	( 4 NEWS A	TOA	M-F 9-10a							1		
			Madedaya	ContaAtlank	Data	Detine						
	Start Date: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TwTF	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
	: 10/13/12	10/21/12	-TWTF	1		0.00						
					• • • • • • • • • • • • • • • • • • • •		.20		\$500.001	0.00 NM		ድግ በበበ በ
9 4	10/10/	12 10/26/12	, ,	CM-All	12-1p	-TWTF	:30	2	\$500.001	U.UU INIVI	4	\$2,000.0
EOX	( 4 NEWS A	TNOON	M-F 12-1p									
			Weekdays	Spots/Week	Poto	Doting						
	Start Date: 10/15/12	End Date 10/21/12	-TWTF	Spois/veek 2	<u>Rate</u> \$500.00	Rating 0.00				1		
	10/13/12	10/21/12	-TWTF	2		0.00						
		12 10/26/12		CM-All		<del></del>	·20	2	\$150.002	O OO NM	A	\$600.0
10 4	+ 10/10/	12 10/20/12	M-F 3-4p	CIVI-AII	3-4p	-TWTF	:30	2	\$150.00Z	0.00 NM	4	<b>\$000.0</b>
JUID	GE JOE/JU	IDGE JOE	M-1 3-4p									
		End Date	Weekdays	Spots/Week	Rate	Rating				j		
	: 10/15/12	10/21/12	TF	2		0.00						
	: 10/13/12	10/21/12	-TWTF	2		0.00						
		12 10/26/12		CM-AII		-TWTF	:30	1	\$375.002	0.00 NM	2	\$750.0
1-1	T1-Q/-1-Q/-	14 144 IZ	M-F 4-5p	- VIVI-AII		-1441	,30		ψυτυ.υυ Δ	U.UU INIVI	<u> </u>	Ψ/ υυ.υ
תווו	GE JUDY/	UDGE JUDY	•									
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				j		
	: 10/15/12	10/21/12	-TWTF	1	\$375.00	0.00				1		
	10/13/12	10/21/12	-TWTF	1		0.00			•			
12 4		12 10/26/12			5-530p	-TWTF	:30	2	\$1,000.001	0.00 NM	4	\$4,000.0
٠- ٦	10/10/	10/20/12	5-530p	CIVI-YII	(5:00 PM-5:		.50	~	φ1,000.00 Ι	U.UU IVIVI	7	ψ,000.0
			O-000P			JU   1817						

Print Date: 10/29/12

583436 Flight Dates 10/16/12-10/29/12 Hiatus Dates

<u>Original Date / Revision</u> 10/29/12/ 10/29/12 <u>Order Sep</u> 00:15:00

Advertiser Senate Majority PAC Product MAJORITY PAC Estimate # 2093

Ln Ch Start End	Inventory Code Break	Start/End T	ima Dave	Len Sp	ote Pata Pri	Rtg Type	Tota	ils Amount
12 4 10/16/12 10/26/12		5-530p	-TWTF-		2 \$1,000.00 1	0.00 NM	οροι <b>s</b> 4	\$4,000.00
72 . 10/10/12 10/20/12	5-530p	(5:00 PM-5:3		50	2 \$1,000.001	U.UU 19191	**	φ <del>4</del> ,000.00
FOX 4 NEWS						I		
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week		Rating			1		
Week: 10/22/12 10/28/12		2 \$1,000.00 2 \$1,000.00	0.00 0.00			-		
13 4 10/16/12 10/26/12	···	I 530-6p	-TWTF-	- :30	2 \$1,000.001	0.00 NM	4	\$4,000.00
EQV ( MEMO	530-6p	(5:30 PM-6:0	00 PM)			1		
FOX 4 NEWS Start Date End Date	Weekdays Spots/Week	Data	Datina					
Week: 10/15/12 10/21/12		<u>Rate</u> \$1,000.00	Rating 0.00			i		
Week: 10/22/12 10/28/12		\$1,000.00	0.00			- [		
14 4 10/16/12 10/26/12	·	6-630p	-TWTF-	- :30	2 \$1,440.001	0.00 NM	4	\$5,760.00
FOX 4 NEWS AT 6P	M-F 6-630p							
Start Date End Date	Weekdays Spots/Week	Rate	Rating			-		
Week: 10/15/12 10/21/12		\$1,440.00	0.00					
Week: 10/22/12 10/28/12	-TWTF 2	\$1,440.00	0.00					
16 4 10/29/12 10/29/12		l 7p-8p	M	- :30	1 \$3,300.001	0.00 NM	0	\$0.00
BONES	FOX Prime Monday 7-8p					f		
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/12		\$3,300.00	0.00			ļ		
		t/End Time		<u>Weekdays</u>		Rtg Type		
1 4 10/29/12-11/04/12 N Credited	Nonday Prime A 7p-1	Зр		M	- :30 <del>(\$3,300.00)</del>	0.00 NM		
	Monday Prime Poteter CM AU	7~ 0~		.00	4 64 000 000	2 22 1114		***
17 4 10/29/12 10/29/12	Monday Prime Rotator CM-Ali FOX Prime Monday	/b-ab	M	- :30	1 \$1,800.003	0.00 NM	1	\$1,800.00
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/29/12 11/04/12	***************************************	\$1,800.00	0.00					
20 4 10/23/12 10/26/12	м-н 9-10р — См-Аі 9-930р	9-930p (9:00 PM-9:3	-TF-	- :30	2 \$1,800.001	0.00 NM	1	\$1,800.00
FOX 4 NEWS	0-000р	(0.001 141-0.0	O i Wij			- 1		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating			1		
Week: 10/22/12 10/28/12		\$1,800.00	0.00	141				
<u>Spot Ch Date Range</u> D 3 4 10/22/12-10/28/12 N		t/End Time	9:00 PM-9:30 F	<u>Weekdays</u>		Rtg Type		
Credited		, ,		• •	.50(\$1,500.00)	0.00 /////		
21 4 10/16/12 10/26/12	M-F 9-10p CM-Ail	930-10p	-TWTF-	- :30	2 \$1,800.001	0.00 NM	4	\$7,200.00
	930-10p	(9:30 PM-10:		,00	2 01,000.001	0.00 1111	**	φ1,200.00
FOX 4 NEWS						I		
Start Date End Date Week: 10/15/12 10/21/12	Weekdays Spots/Week		Rating					
Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12		\$1,800.00 \$1,800.00	0.00 0.00					
22 4 10/21/12 10/28/12	<del></del>	1102-1132p		s :30	1 \$200.002	0.00 NM	2	\$400.00
	Su 1102-1132p							7
SEINFELD	Mankalan C. A.A.	5 .	mc			ļ		
Start Date End Date Week: 10/15/12 10/21/12	Weekdays Spots/Week		Rating 0.00					
Week: 10/13/12 10/21/12 Week: 10/22/12 10/28/12	S 1	The state of the s	0.00		·	***************************************		Theman
23 4 10/21/12 10/21/12	SU 1132-1232A CM-AII	1132-1232a		s :30	1 \$100.002	0.00 NM	1	\$100.00
BURN NOTICE	Su 1132-1232a							



583436

Flight Dates 10/16/12-10/29/12

**Hiatus Dates** 

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Senate Majority PAC

Product MAJORITY PAC

Estimate # 2093

Ln	Ch	Start	End	Inventory Code	Brook	Stort/End 3	Timo Dave	1 0	. Snoto	Rate Pri	Dia Tuna	Tota	
23	4			SU 1132-1232A		1132-1232a					0.00 NM		Amount
23	4	10/21/1	2 10/21/12	Su 1132-1232A	CIVI-AII	1132-12328		-5 ;	30 1	\$100.002	U.UU NIVI	1	\$100.00
E	BURN	NOTICE		04 1102 12024									
	<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 10	0/15/12	10/21/12	5	1	\$100.00	0.00						
24	4	10/28/1	2 10/28/12	SU 1232A-132A	CM-All	1232-132a		-s ::	30 1	\$60.002	0.00 NM	1	\$60.00
r		_		Su 1232-132a									
Ę	ONE	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We		0/22/12	10/28/12	S	<u> </u>	***************************************	0.00						
26	4		2 10/24/12	World Series	····································	7p-CC	W	:	30 1	\$2,300.002	0.00 NM	1	\$2,300.00
		,		World Series on I				.,		VII,000.00 L	0.00 1411	· ·	ψ=,000.00
V	VORL	D SERIES	3 #1										
		art Date		<u>Weekdays</u>	Spots/Week		Rating						
		)/22/12	10/28/12	W		\$2,300.00	0.00						
27	4	10/22/1	2 10/29/12	M-F 9-10a	CM-All	9-10a	M	:3	30 1	\$500.001	0.00 NM	2	\$1,000.00
F	OX 4	NEWS AT	ΓΟΔ	M-F 9-10a									
•		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We		)/22/12	10/28/12	M	1	\$500.00	0.00						
We	ek: 10	)/29/12	11/04/12	M	1		0.00						
28	4	10/22/1	2 10/29/12	M-F 9-10p	CM-AII	9-930p	M	::	30 1	\$1,800.001	0.00 NM	0	\$0.00
***				9-930p		(9:00 PM-9:	30 PM)						
F	_	NEWS	E1 D-4-	NAT Lod - co-	O	<b>5</b> 0 - 1 -	Dallas						
م/۸	_	art Date 0/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00						
Spot		h Date Ra		escription		VEnd Time	0.00	Weeko	lays Le	ngth Rate	Rtg Type		
1			2-10/28/12 M				9:00 PM-9:30			***************************************			
	Ci	redited											
We		)/29/12	11/04/12	M		\$1,800.00	0.00						
Spot		<u>h Date Ra</u>		escription		VEnd Time			<u>lays Le</u>		Rtg Type		
2			2-11/04/12 M	I-I- 9-10p	9-93	Up (	9:00 PM-9:30	PM		:30 <del>(\$1,800.00)</del>	0.00 NM		
		redited					***************************************						
29	4	10/27/1	2 10/27/12	World Series World Series on F		7p-CC		S- :0	30 2	\$2,300.002	0.00 NM	2	\$4,600.00
V	VORI	D SERIES	3	vvolia Series on r	-07								
·		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We		)/22/12	10/28/12	S-		\$2,300.00	0.00						
30	4	10/28/1	2 10/28/12	World Series	CM-All	7p-CC		-s :3	30 2	\$2,300.002	0.00 NM	2	\$4,600.00
				World Series on I	OX								
V		D SERIES											
184-		art Date	End Date	<u>Weekdays</u> S	Spots/Week		Rating						
		0/22/12	10/28/12			\$2,300.00	0.00		NO 4	#4 000 000	0.00 134	,	** ***
31	4	10/22/1	2 10/26/12	M-F 5-6p M-F 5-6p	CM-All	о-ор	MTWTF	:	30 1	\$1,000.002	0.00 NM	1	\$1,000.00
F	OX 4	NEWS AT	5P		~~					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
·		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
We		)/22/12	10/28/12	MTWTF		\$1,000.00	0.00						
33	4	10/22/1	2 10/26/12	M-F 4-5p	CM-Ali	4-5p	MTWTF	:	30 2	\$375.002	0.00 NM	2	\$750.00
				M-F 4-5p									
F		NEWS AT		184 malanta a	0	<b>5</b> 1	D -41-						
		art <u>Date</u> )/22/12	End Date 10/28/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$375.00	Rating 0.00						
185-			11111111111111	+#1 4 MB t 4" = =	7	20.3 (20.18)	41157						

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Flight Dates 10/16/12-10/29/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Senate Majority PAC

Product MAJORITY PAC

<u>Estimate #</u> 2093

Ln Ch Start End	Inventory Code Break Start	t/End Time Days Len	Spots Rate Pri	Rtg Type Sp	Totals ots Amount
34 4 10/22/12 10/22/12	MLB Championship Seri@M-All 3p-Co	С м :3	0 1 \$3,600.001	0.00 NM	1 \$3,600.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week M 1 \$3,60	<u>Rate Rating</u> 00.00 0.00			
35 4 10/22/12 10/22/12	MLB Championship Seri@M-All 3p-Communication   MLB Championship Serie:	C M :3	1 \$3,300.001	0.00 NM	1 \$3,300.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	M 1 \$3,60				
	Description Start/End TALL Start/End	Time Weekd	<u>ays Length Rate</u> :30 \$3,300.00	Rtg Type 0.00 NM	
36 4 10/29/12 10/29/12	World Series CM-All 6p-C World Series on FOX	C M :3	1 \$3,600.001	0.00 NM	1 \$3,600.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week M 1 \$3,60	<u>Rate</u> <u>Rating</u> 00.00 0.00			
37 4 10/29/12 10/29/12	Monday Prime Rotator CM-All 7p-9p FOX Prime Monday	р м :3	30 1 \$3,600.001	0.00 NM	1 \$3,600.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12		<u>Rate</u> <u>Rating</u> 00.00 0.00			
E 38 4 10/28/12 10/28/12	NFL Late Game CM-All 3p-C NFL on FOX 3p	CS :3	30 1 \$0.00 UNE	M/ 00.0 (	1 \$0.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12		<u>Rate</u> <u>Rating</u> \$0.00 0.00			
				Totals	66 \$70,120.00